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ADDING TO THE INCOME BY MARKETING
FARM PRODUCTS

A radio talk by Mrs. George Hempel, farm woman, Thomasboro, Illinois, delivered in the Home Demonstration Radio Hour, June 5, 1935, and broadcast by a network of 49 associate NBC radio stations.

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Farm and home produce marketed by farm women is reaching an imposing figure in spite of a generally decreased consumer purchasing power.

One of the popular methods of selling this produce is through markets such as we farm women have in our country. These range from the small type similar to a church food sale, to the ones occupying an entire floor space in a large building. The one in Champaign, Illinois, where I sell my products, occupies an entire building 44 x 70, half of which is devoted to individual booths, where farm women can sell their excess food products. This side is open for business only on Saturday. A cafeteria occupies the other half of the building and is open each day for the noon meal and for supper Saturday evening; this is also operated by farm women.

I have a booth in the market where I sell dressed chickens, fresh and cured meats, butter, whipping cream, eggs, cottage cheese, fresh and canned vegetables, jellies, preserves, canned fruit, bread, rolls, coffee cake, angel food cake and such cooked food as baked beans, chicken and noodles.

Here are a few of our prices: Baked beans 15¢ a pint, chicken and noodles 25¢, cottage cheese mixed with cream 18¢, large angel food cakes 80¢, and bread 9¢ a pound. Cut flowers not only sell well but make the market look more attractive.

You may be interested to know that a typical market day in the winter, when I sold fresh meat, averaged about \$35. I have quite a number of customers who started buying from me seven and one-half years ago when our women started the market.

In addition to the market, I am one of the contributors to the coffee shoppe or cafeteria. This means that every Wednesday three other women and myself are responsible for bringing all the food which is served that noon. The chairman for each day plans the menu and divides it so we know exactly what to bring. For instance, last Wednesday, I brought for my part of the dinner, meat loaf, steak, fried ham, creamed potatoes with new peas, fried potatoes, corn, kraut, asparagus, buttered cabbage, buttered carrots, three kinds of salads, three kinds of pies, rhubarb sauce, apple dumplings, cake and the milk to drink. We served 129 people that noon, so you can get some idea of the amount of food we four women brought. Our gross sales that day were \$45.00.

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We prepare all of this food that is possible in our homes, then finish up on our gas stoves and oven at the coffee shoppe. The fact that our business keeps up is no doubt due to the fact that all our food is home cooked. We even bake all our bread and rolls and have nothing but homemade ice cream (made with real cream.) Business people seem to enjoy our food and we have had some of the same customers since we started.

It is not unusual for us to have around 500 customers for the two meals on Saturday.

Last year our market and coffee shoppe did a \$21,000 business. How much of this is profit for the farm women is difficult to say as the cost of producing the food and the cost of labor in preparing it would have to be subtracted before this could be determined. It is difficult to say how valuable a woman's time is unless one knows what she would have used the time for otherwise. Individual receipts vary from as low as \$3.00 to as high as \$35.00 or even more, depending upon the type and quantity of food prepared for sale.

This money is used for various purposes, such as clothing, household necessities, education, and recreation. For instance, I am using the money I receive to send our daughter through high school. I am also paying my household helper, buying all groceries for a family of five and any furnishings that are bought for the home. I have paid for an electric range and many other labor saving devices from money I received from the market.

Another woman in our market whose husband has been an invalid for several years is the sole support of her family of four, through the sales she makes each week. In addition, she has put two girls through school so that they are now making their own living.

While much labor is involved in taking care of this business, most of us enjoy it because we make many new friends as well as add to our income.

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